

Abstract

The process according to the present invention includes: a step for counting mobile terminals present in a geographical zone; a step for determining a first criterion representing the minimum level of reception
5 quality attained by mobile terminals for services broadcast in geographical zones; a step for determining a second criterion representing the distance between a broadcast source and mobile terminals at which reception of broadcast services is optimal; a step for establishing connections of signal communication between a cellular telecommunication network and mobile
10 terminals located in broadcast zones that fulfill the first and second criteria; and a step for transmitting MBMS services (multimedia broadcast/multicast services) to mobile terminals.